



PAKISTAN MEDIA LANDSCAPE

www.themediavantage.com



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COUNTRY OVERVIEW



Country overview

PAKISTAN ENCOMPASSES A RICH DIVERSITY OF LANDSCAPES



CAPITAL

Islamabad

REGION

Asia

GDP PER CAPITA, PPP

\$4,898

GDP

\$278 billion

POPULATION

216,565,318

AREA

796,095 SQ.KM

The Muslim-majority state of Pakistan was born out of the partition of the Indian sub-continent in 1947

Pakistan is bounded by Iran to the west, Afghanistan to the northwest and north, China to the northeast, and India to the east and southeast. The coast of the Arabian Sea forms its southern border.

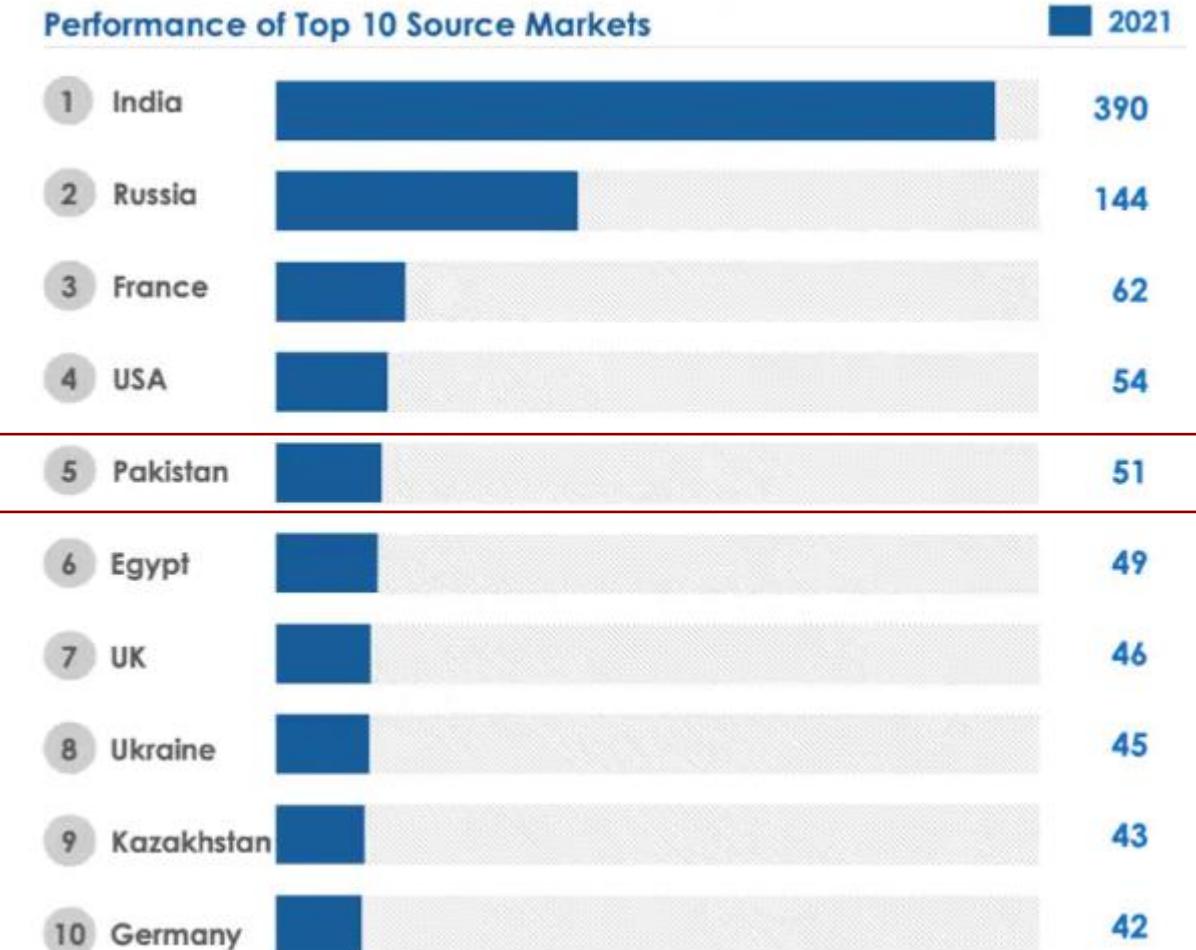
The seventh-most populous country is also one of the youngest in the world, with the majority of citizens under age 22.

OUTBOUND TRAVEL INSIGHTS

A black and white photograph of a woman walking through a modern airport terminal. She is seen from the side, moving towards the right. She is wearing a patterned t-shirt, jeans, and white sneakers. A backpack is slung over her right shoulder, and she is pulling a light-colored suitcase with wheels. In her left hand, she holds a tablet device. The terminal is characterized by its large glass windows that look out onto the tarmac and other airport structures. The floor is made of large, light-colored tiles. The overall atmosphere is bright and airy, with strong sunlight streaming in through the windows.

Outbound Tourism Overview

PAKISTAN IS ONE OF THE TOP SOURCE MARKET FOR UAE



In 2019, 501,000 Pakistanis visited UAE. Despite the pandemic, 212,000 Pakistanis visited UAE in 2020

Outbound Tourism Overview

TRAVEL SENTIMENT OF PAKISTANIS DURING COVID-19

Wellness & Family are the biggest driver of travel

What was the main motivating factor?

86%

wanted a solo or family trip to recuperate

9%

plan on leaving the city to go back to home town

Safety remains top of mind post pandemic



44% preferred medical and travel insurance during Covid



40% opted food in-house accommodation over restaurants



64% opted for a thorough sanitization process and SOPS before

More people willing to travel abroad



47% preferred international destination

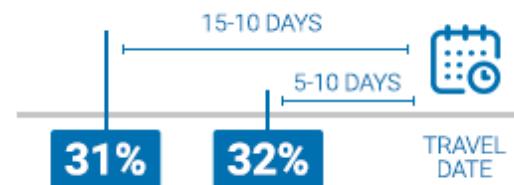


22% preferred northern areas for vacationing

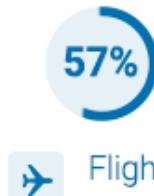


78% of respondents preferred to book from Online Travel Portal

How much in advance will you book your travel?



What mode of travel people felt safest?



Duration of travel will be

1 WEEK 10%

MORE THAN A WEEK 90%

Source: [Sastaticket](#)

MEDIA LANDSCAPE

MEDIA

RADIO

INTERNET

MAGAZINES

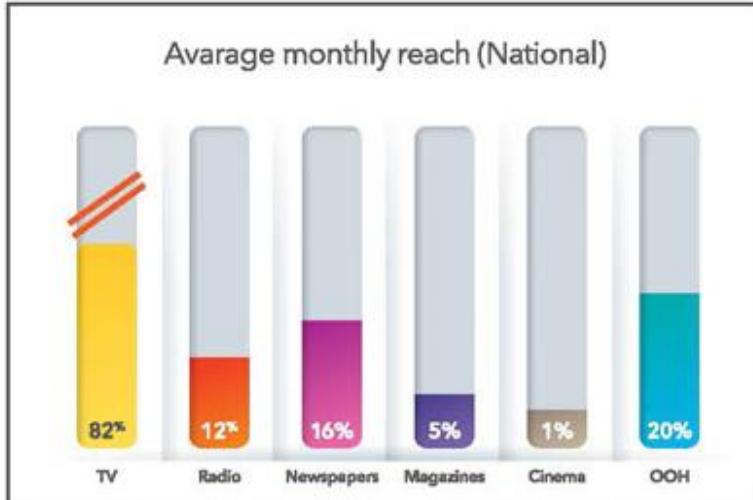
TELEVISION

NEWSPAPERS

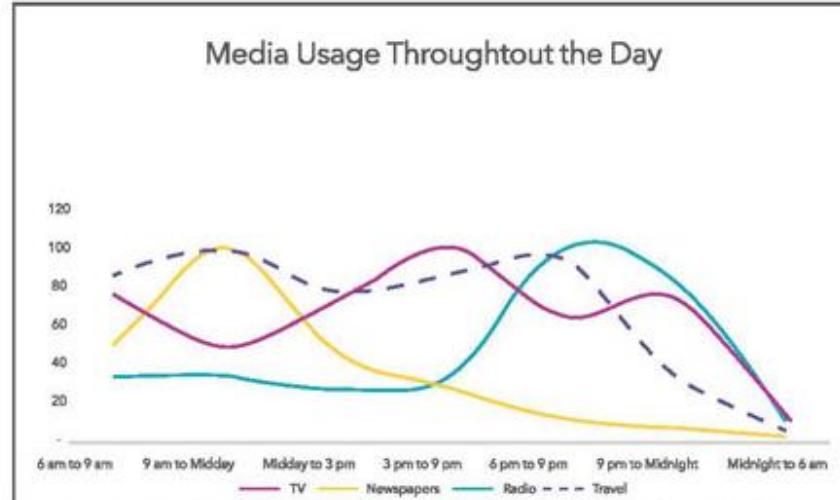
Media Consumption Overview

AFTER HAVING BEEN LIBERALISED IN 2002, THE TELEVISION SECTOR EXPERIENCED A MEDIA BOOM

OVERALL MEDIA CONSUMPTION (2019)



TV ranks at top with 82% audience having access to the medium in Pakistan, followed by OOH (out-of-home) with 20% audience preference.



Newspaper, TV and Radio have their own prime time slots, which shows that people prefer different mediums at different times of the day.



TV is a clear winner in delivering reach, touching 82% of the population.



Print still maintains authority in Pakistan, commanding credibility and trust.



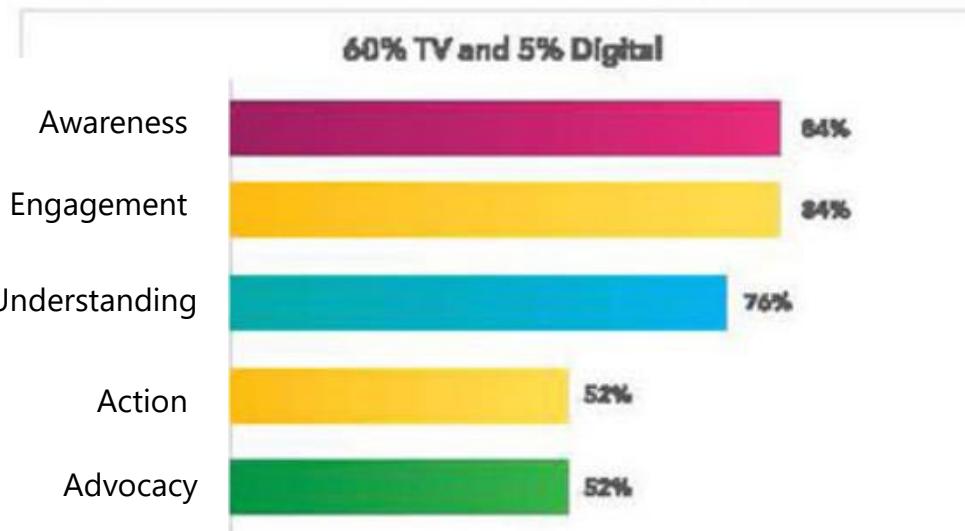
OOH reaches 20% of the population-the second highest.

Media Consumption Overview

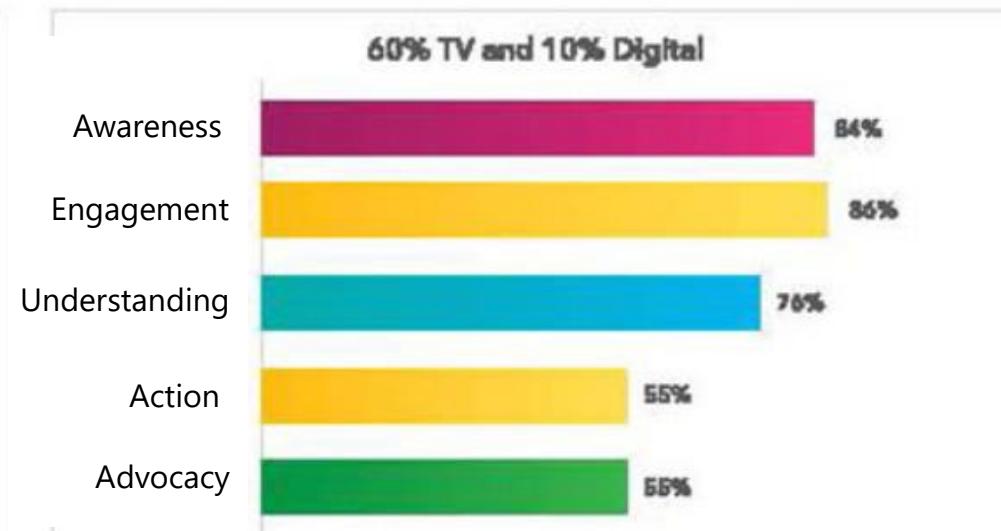
TV AND DIGITAL WORK GREAT TOGETHER

PREDICTED IMPACT OF ADVERTISING SPEND ON BRAND FUNNEL(2019)

Scenario 1: 60% advertising spending on TV and 5% on digital



Scenario 2: 60% advertising spending on TV and 10% on digital

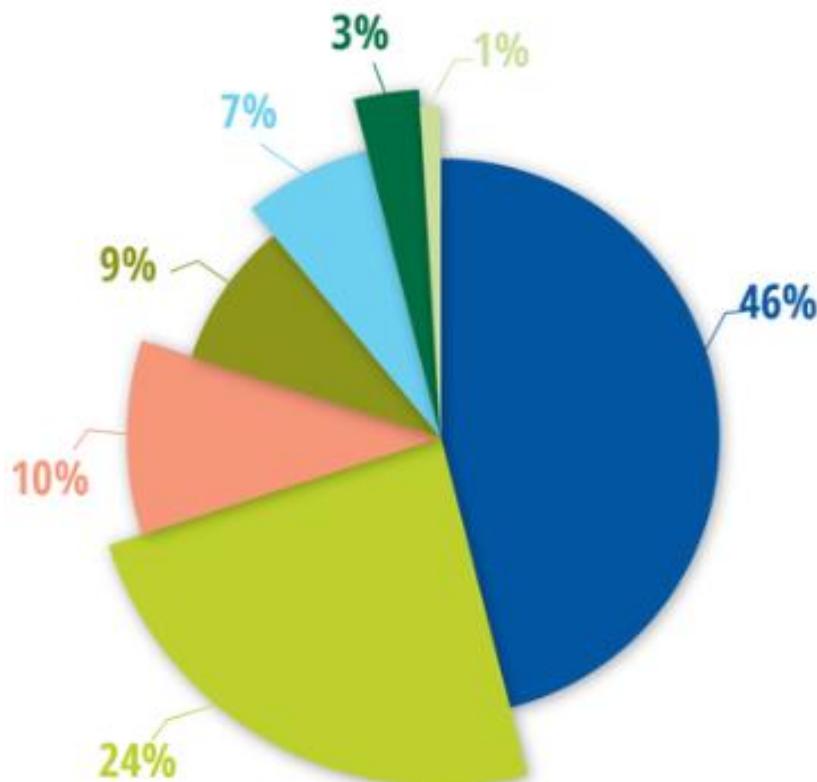


The efficiency achieved by pairing TV with digital is ideal in Pakistan, and especially useful for reaching HNWIs.

Media Consumption Overview

TV IS THE PREFERRED MEDIA WHEN IT COMES TO AD SEPNDING

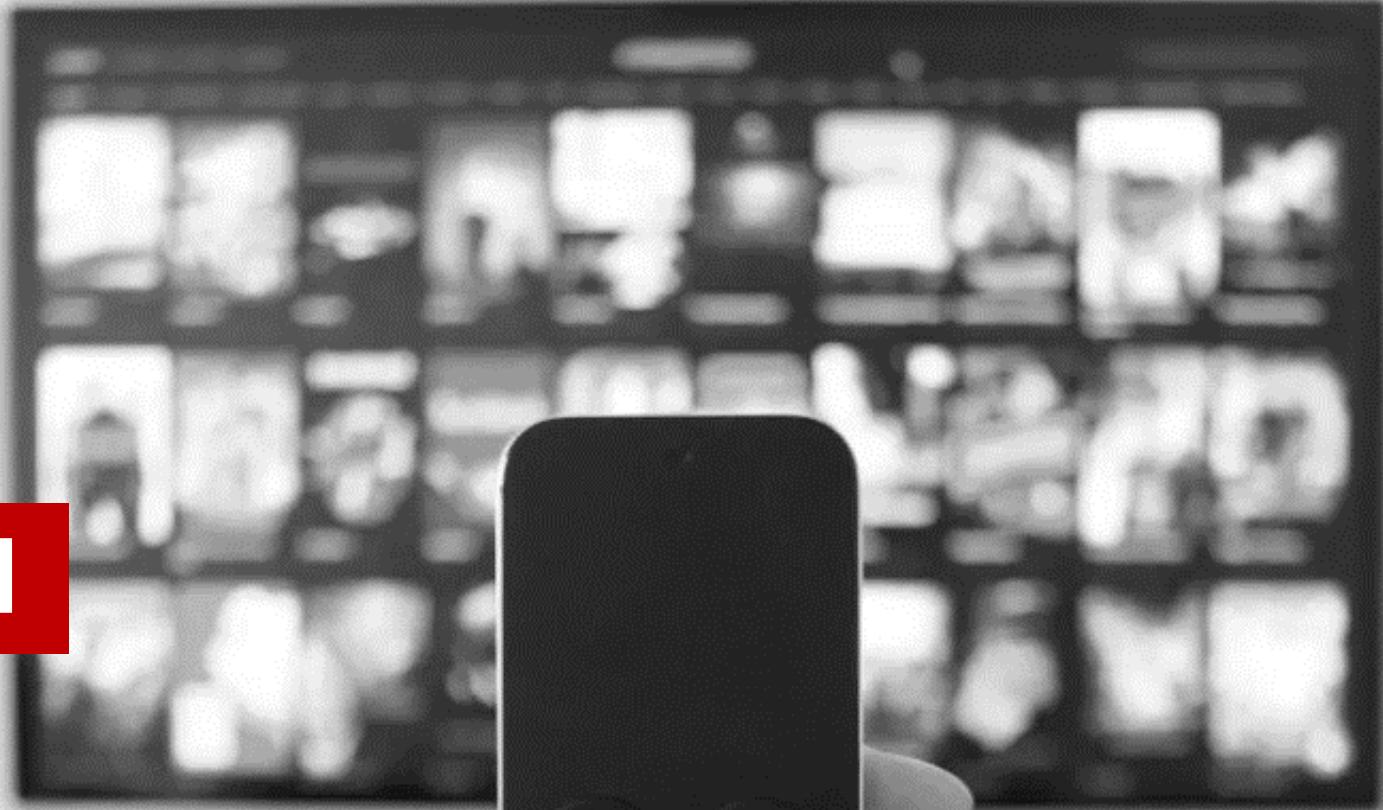
Media Advertising Spend



	FY 2016-17		FY 2017-18	
	Rs (billion)	Share	Rs (billion)	Share
TV	42	48%	38	46%
Print	20	23%	19.5	24%
Digital	5.5	6%	8	10%
OOH	11.8	13.5%	7	9%
Brand Activation	5	6%	6	7%
Radio	3	3%	2.5	3%
Cinema	0.4	0.5%	0.6	1%
Total	87.7	100%	81.6	100%

- Top advertisers on TV are consumer goods, telecom industries
- Federal government and real-estate sectors dominated the print media
- Radio overall attracts every type of industry for advertising including consumer goods, real-estate, telecom and appliances

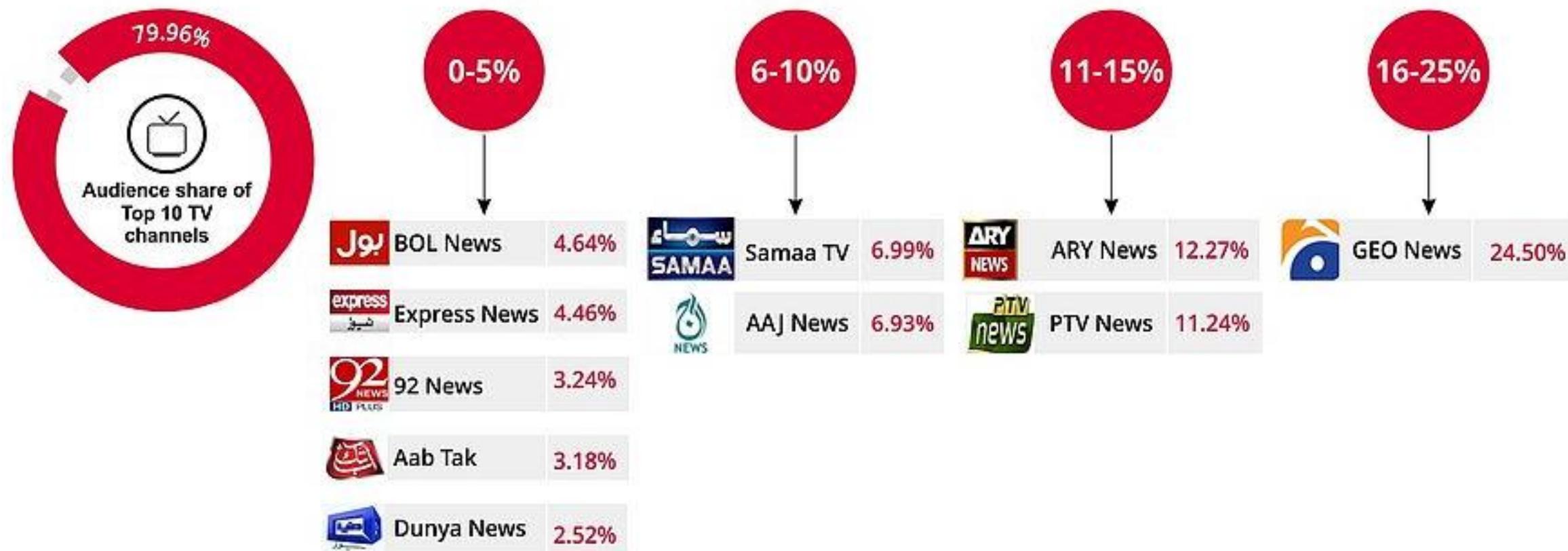
TELEVISION



Television

GEO NEWS IS THE PREFERRED CHOICE OF MOST PAKISTANIS

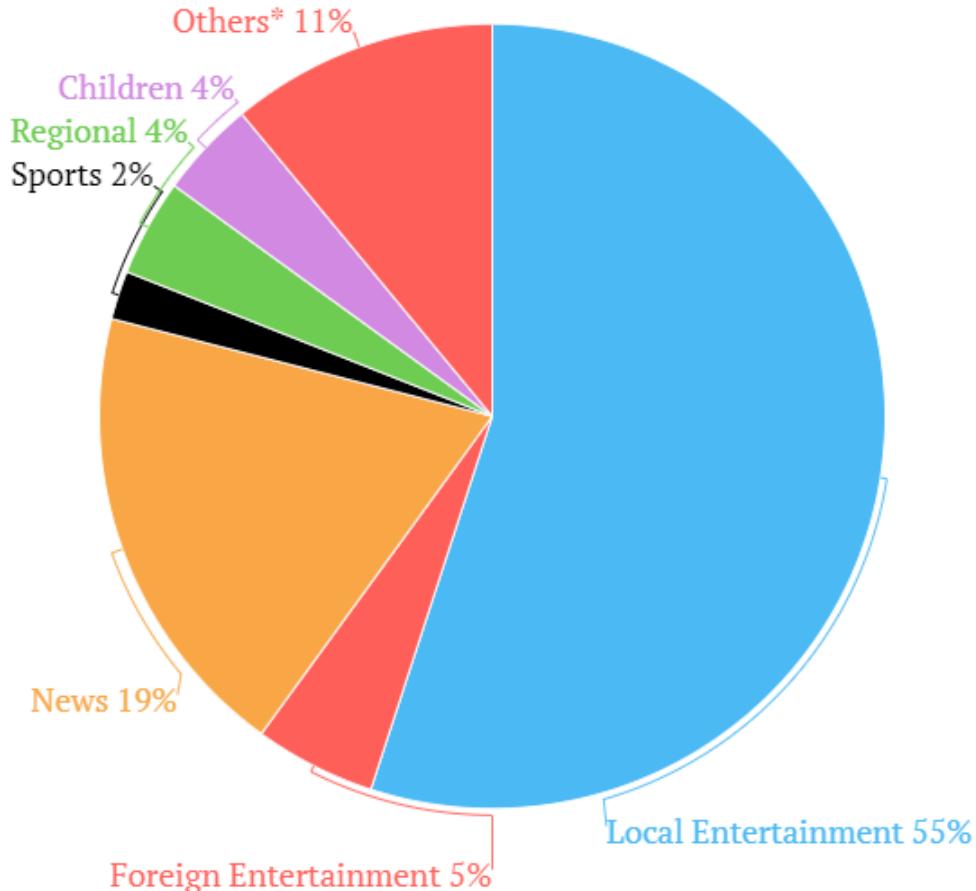
Audience share of Top 10 TV news channels in Pakistan



Television

LOCAL ENTERTAINMENT CHANNELS TAKE THE LARGEST AUDIENCE SHARE

Total TV Viewership (Audience Share by Genre)



Channel	FY 2017-18	
	Position	Ranking
ARY Digital	#1	19%
PTV Home	#2	18%
GEO Entertainment	#3	16%
Hum TV	#4	12%
Urdu 1	#5	7%
Filmazia	#6	6%
A Plus	#7	6%
ATV	#8	3%
Express Entertainment	#9	3%
GEO Kahani	#10	3%
Others		7%

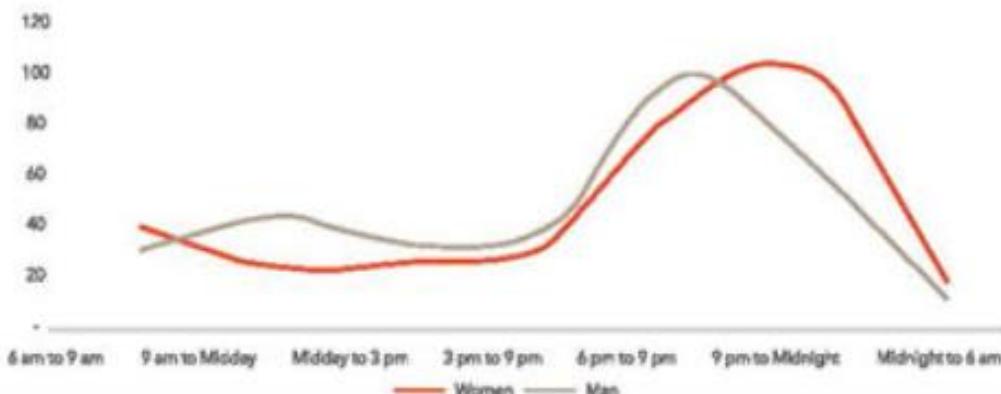
- Viewership ranges between 1.82 and 2.33 hours a day; it is highest in large cities (2.33 hours) and lowest in rural areas (1.82 hours).

Television

URDU LANGUAGE DOMINATES THE TV CHANNELS BUT REGIONAL LANGUAGE CHANNELS ALSO EXIST

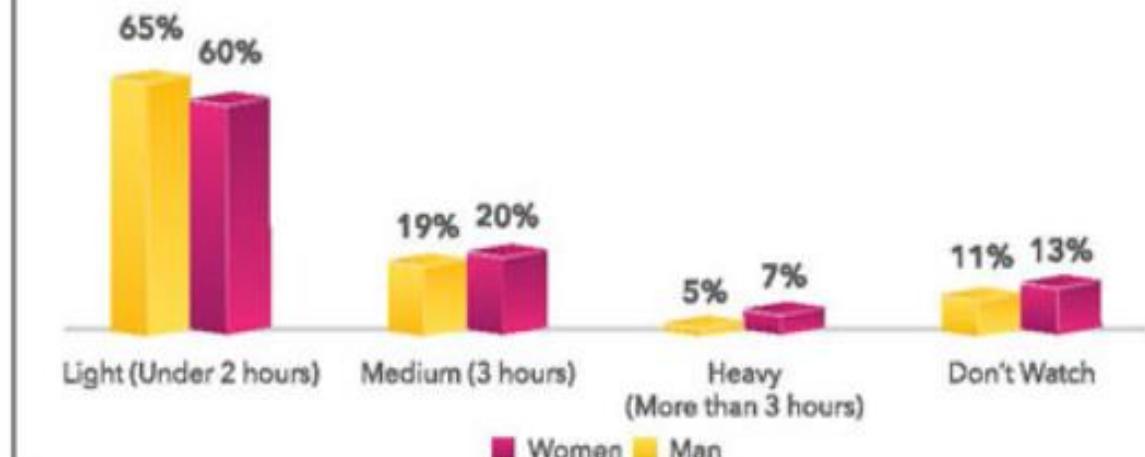
CONSUMPTION OF TELEVISION

TV Consumption Throughout the Day



Most women prefer watching TV from 6 pm to 9 pm, while most men watch from 9 pm to midnight.

Daily TV Viewing (Levels of usage)



Majority watch TV for less than 2 hours, hence they fall in the "light" category.

Source: [Synergyzer](#)

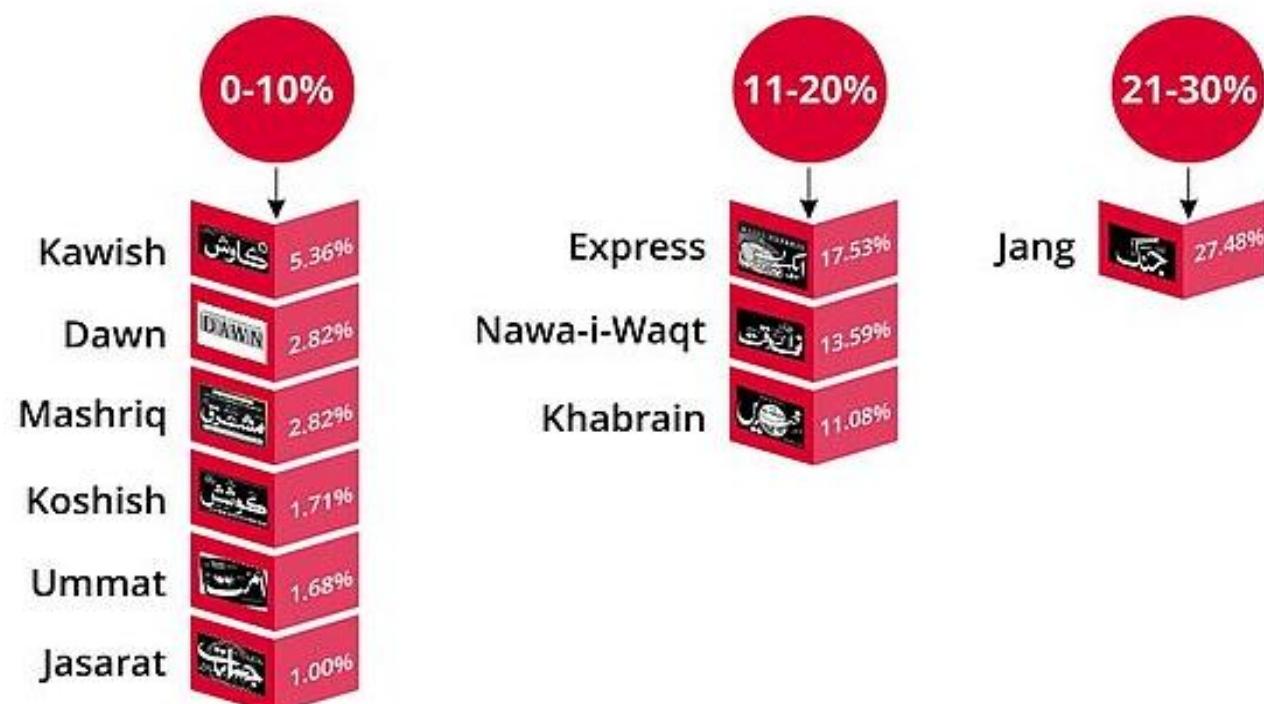
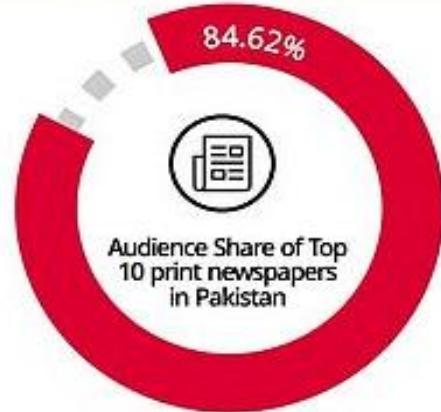
PRINT



Print

URDU-LANGUAGE PUBLICATIONS HAVE GREATER REACH THAN THOSE IN ANY OTHER LANGUAGE

Audience share of Top 10 print newspapers in Pakistan

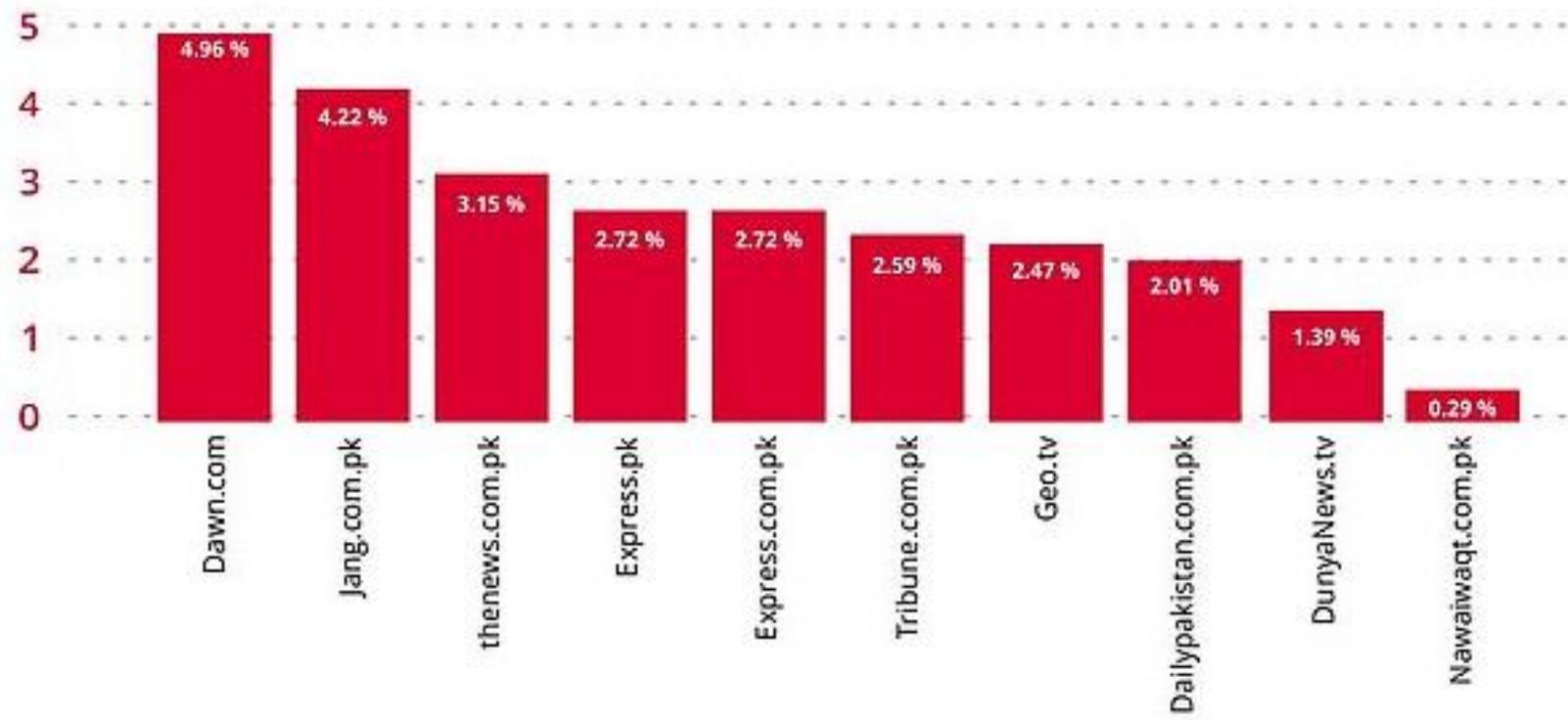


The English print media readership is far smaller in comparison, but its publications have considerable leverage among opinion makers

Print

ALL LEADING NEWSPAPERS HAVE THEIR WEBSITES FOR REACHING AUDIENCE

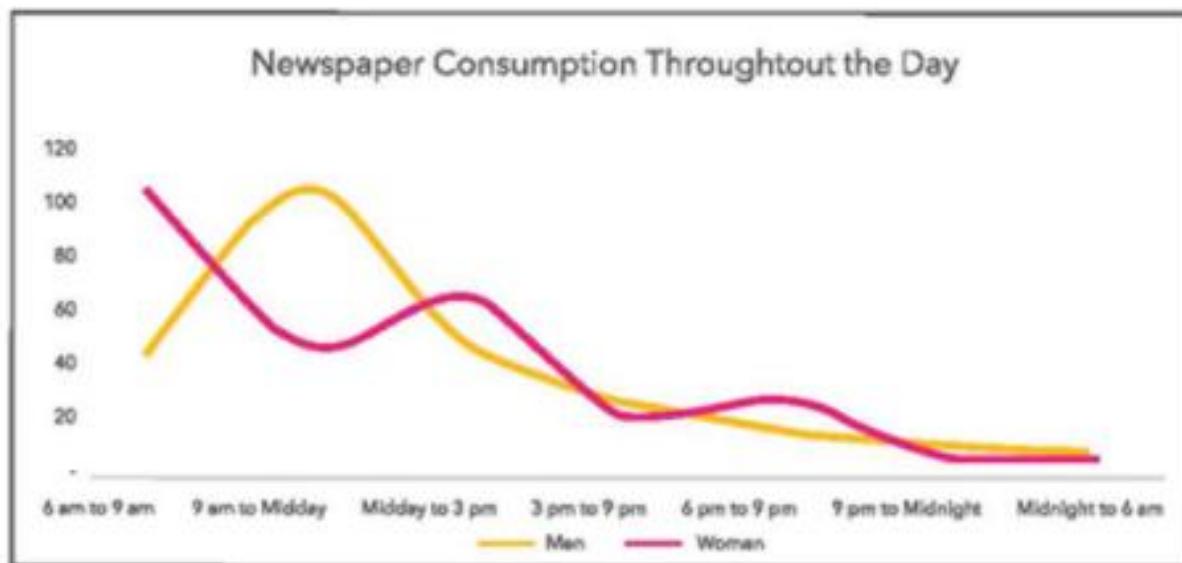
Monthly audience share of Top 10 news websites in Pakistan



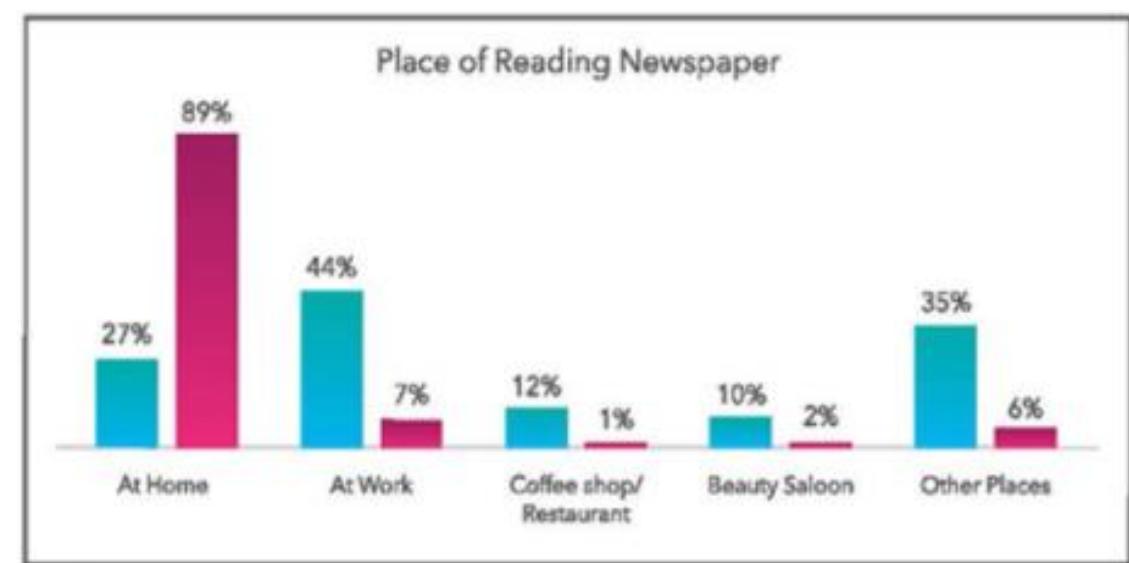
Print

MEN READ PRINT NEWSPAPER IN THE MORNING WHILE MOST WOMEN READ IN THE AFTERNOON

Newspaper Consumption



More men read newspapers in the morning, versus women.



Readership in men is distributed amongst multiple places with most being recorded at the work place. However, most women prefer to read at home.

Source: [Synergyzer](#)

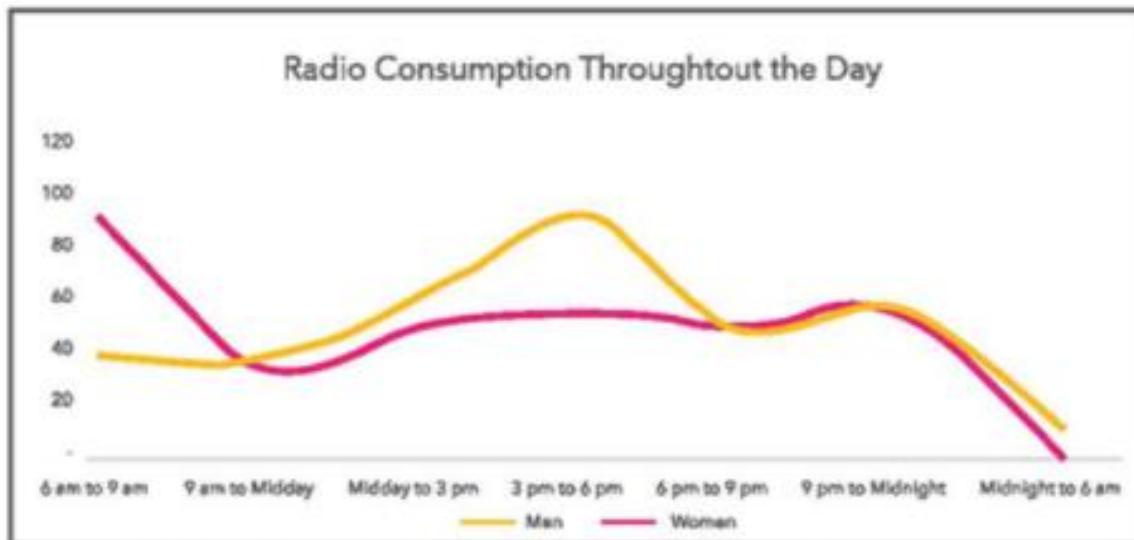
RADIO



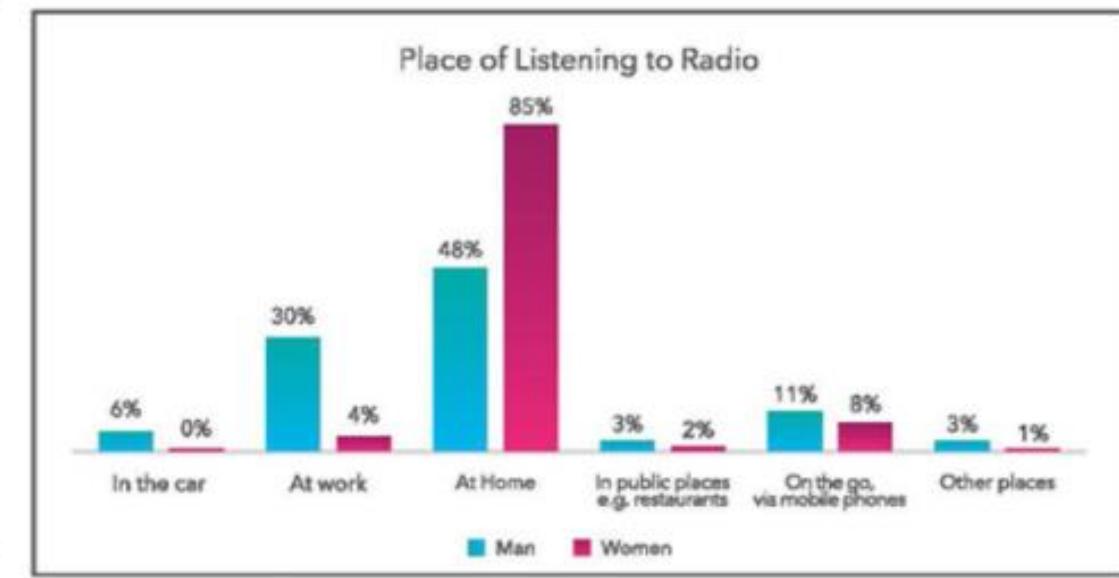
Radio

THERE ARE 234 FM RADIO LICENCES, INCLUDING 177 COMMERCIAL AND 57 NON-COMMERCIAL STATIONS

Radio Consumption



In Pakistan, listenership amongst men is highest during 3 pm to 6 pm, while women prefer to listen to radio most from 9 pm to midnight.



Majority listens to radio at home.

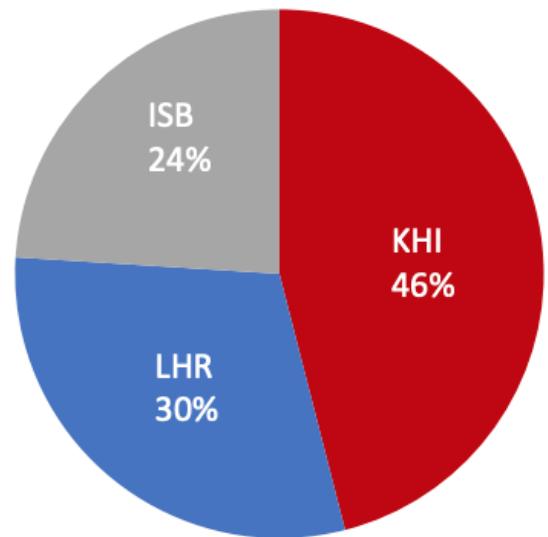
Source: [Synergyzer](#)

Radio

PAKISTAN'S THREE BIGGEST CITIES

Radio listeners by city

City



Karachi, Pakistan's largest city by population and GDP, has the largest share of radio listeners.

Radio

ALMOST HALF OF REGULAR FM LISTENERS ARE BETWEEN THE AGES OF 18 AND 29

National top 5 stations and their share (Karachi, Lahore, Islamabad)



61%

42%

30%

15%

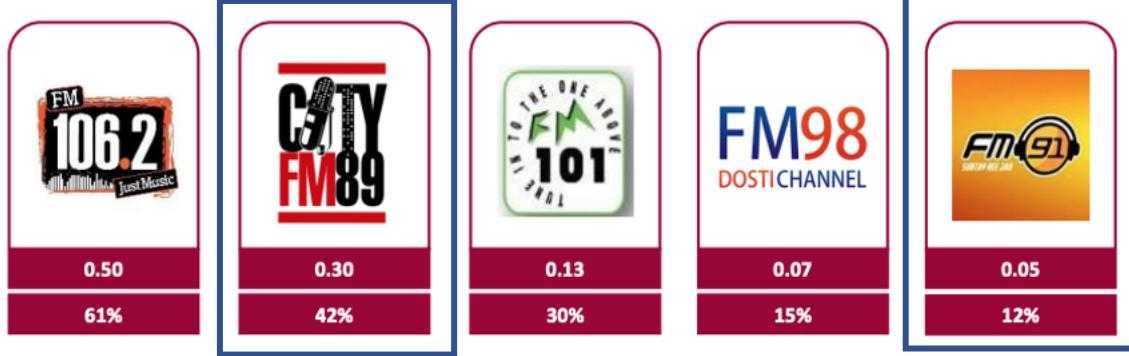
12%

- Radio is estimated to have between 25 and 30 million listeners throughout the country
- Approximately half of whom listen to FM stations on a regular basis, and are based in urban areas
- Radio audience has multiplied with the spread of phones equipped with FM radio receivers in Pakistan

Radio

CITY FM 89, AN ALL ENGLISH STATION, REACHES OVER A MILLION HOUSEHOLDS

Top stations nationally



Top stations in Karachi



- City FM89 is the only fully English radio channel.
- It is part of DAWN Group, Pakistan's oldest and most reputed and one of the largest media groups. The group publishes Dawn Newspaper and runs Dawn News TV Channel, leading titles in the respective categories.
- Their broadcast network comprises of four stations in the cities of Karachi, Lahore, Islamabad, with a combined audience of no less than one million households across the nation.
- FM 91 is an efficient platform to reach the forward-thinking youth and new millennials of the country. It holds top ratings in all major cities of Pakistan and regularly features the biggest names in the country.

Radio

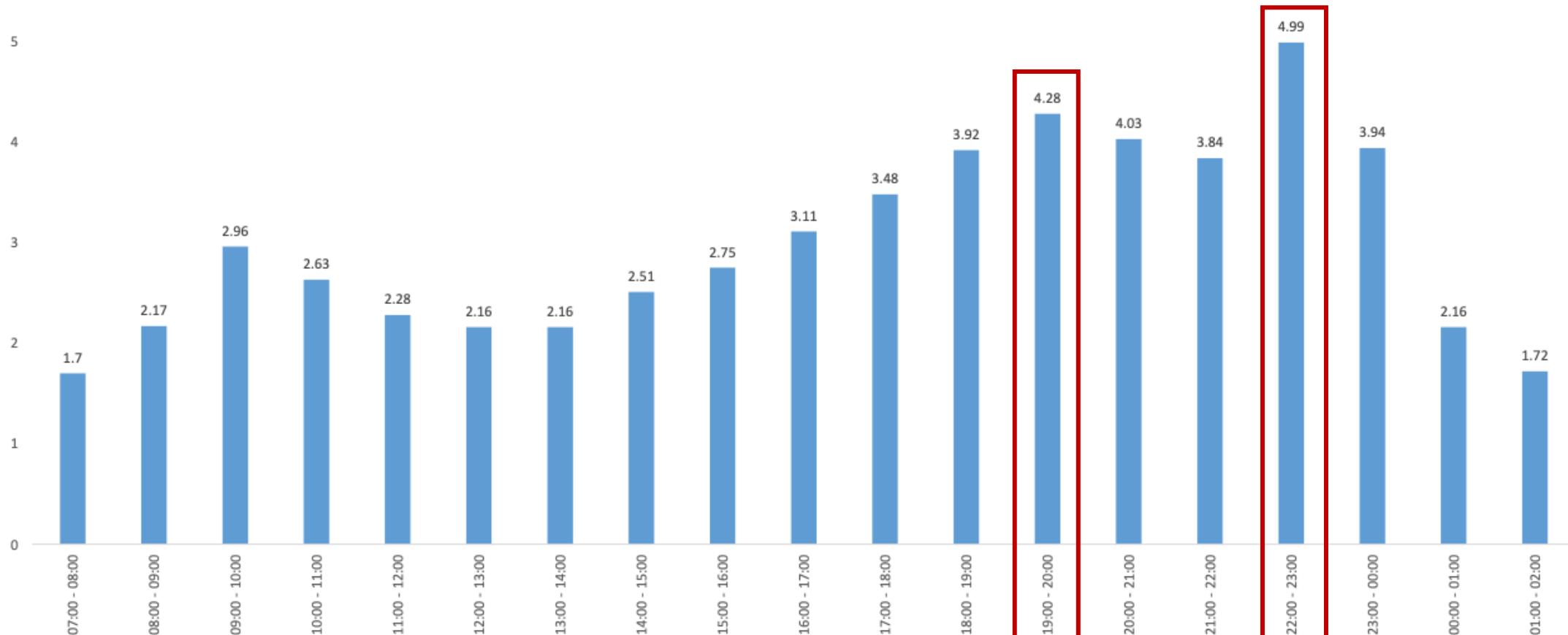
CITY 89 AND RADIO ONE 91 PROVIDE BOTH QUANTITY AND QUALITY

Summary 4		
Channel	Ratings	Reach
FM 106.2	0.79	58%
FM 89.0	0.44	50%
FM 91.0	0.15	25%
FM 107.0	0.1	33%

- FM 89 has a reach comparable with the leading station FM 106.2, but targets a better-suited demographic and benefits efficiency by virtue of its appropriate network of cities.
- FM 91 (Radio 1) has a strong and targeted reach among the financially-independent youth of the country. This demographic displays a unique keenness to travel and are often key decision influencers in their families.

Radio

7 AND 10 PM REPRESENT THE TIMES WITH HIGHEST LISTENERS

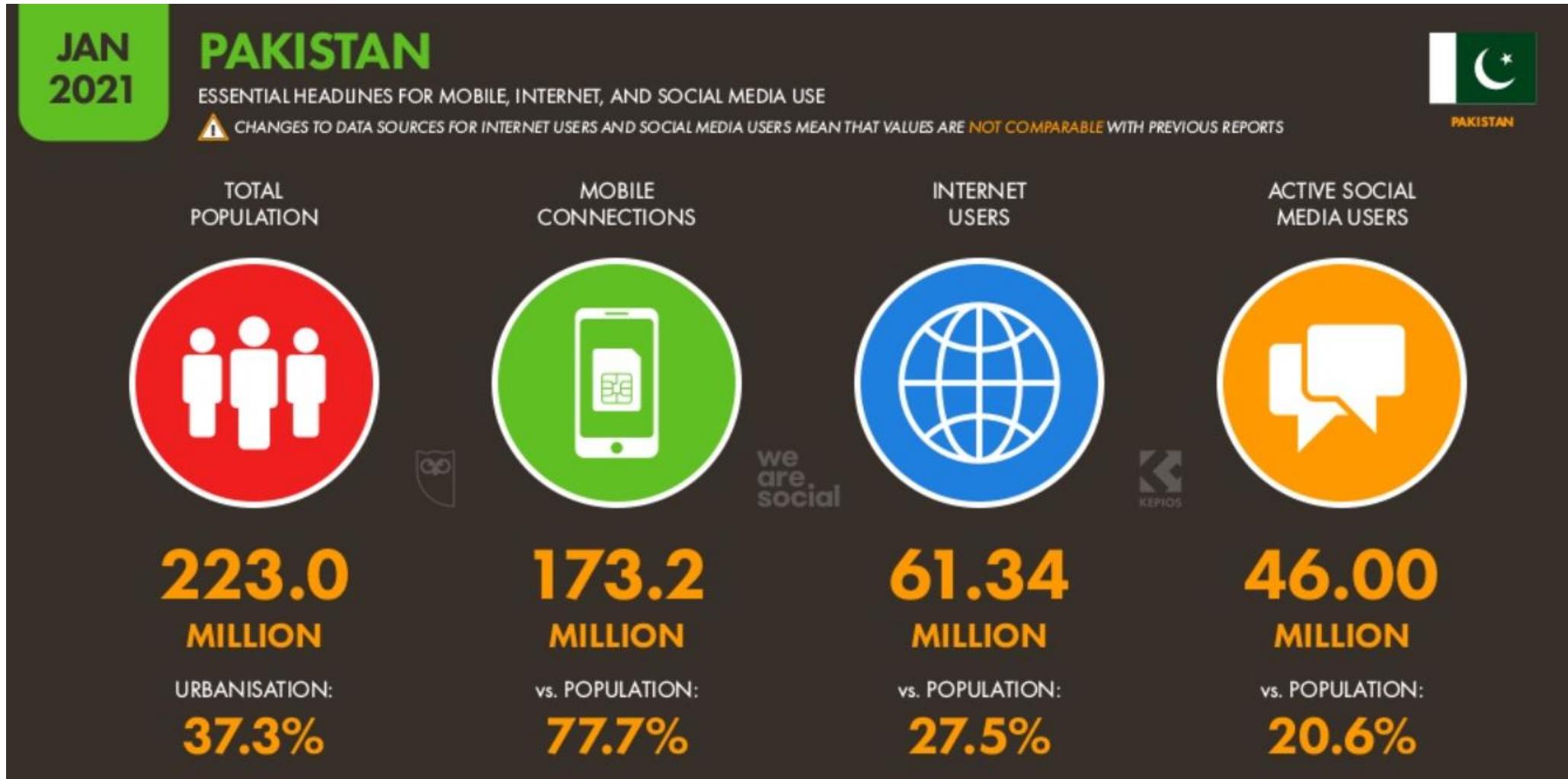


DIGITAL



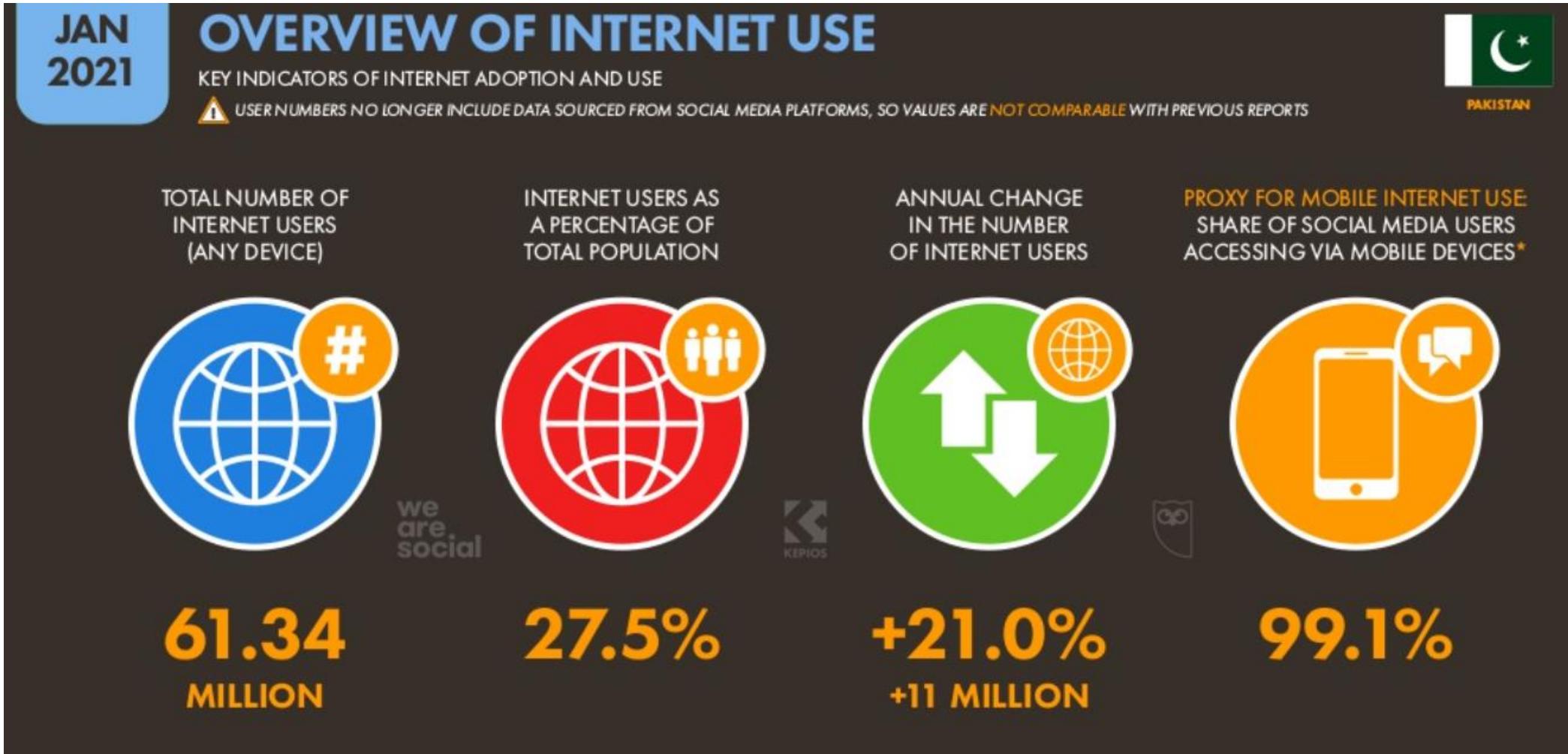
Digital

INTERNET PENETRATION IN PAKISTAN STANDS AT 27.5% (2021)



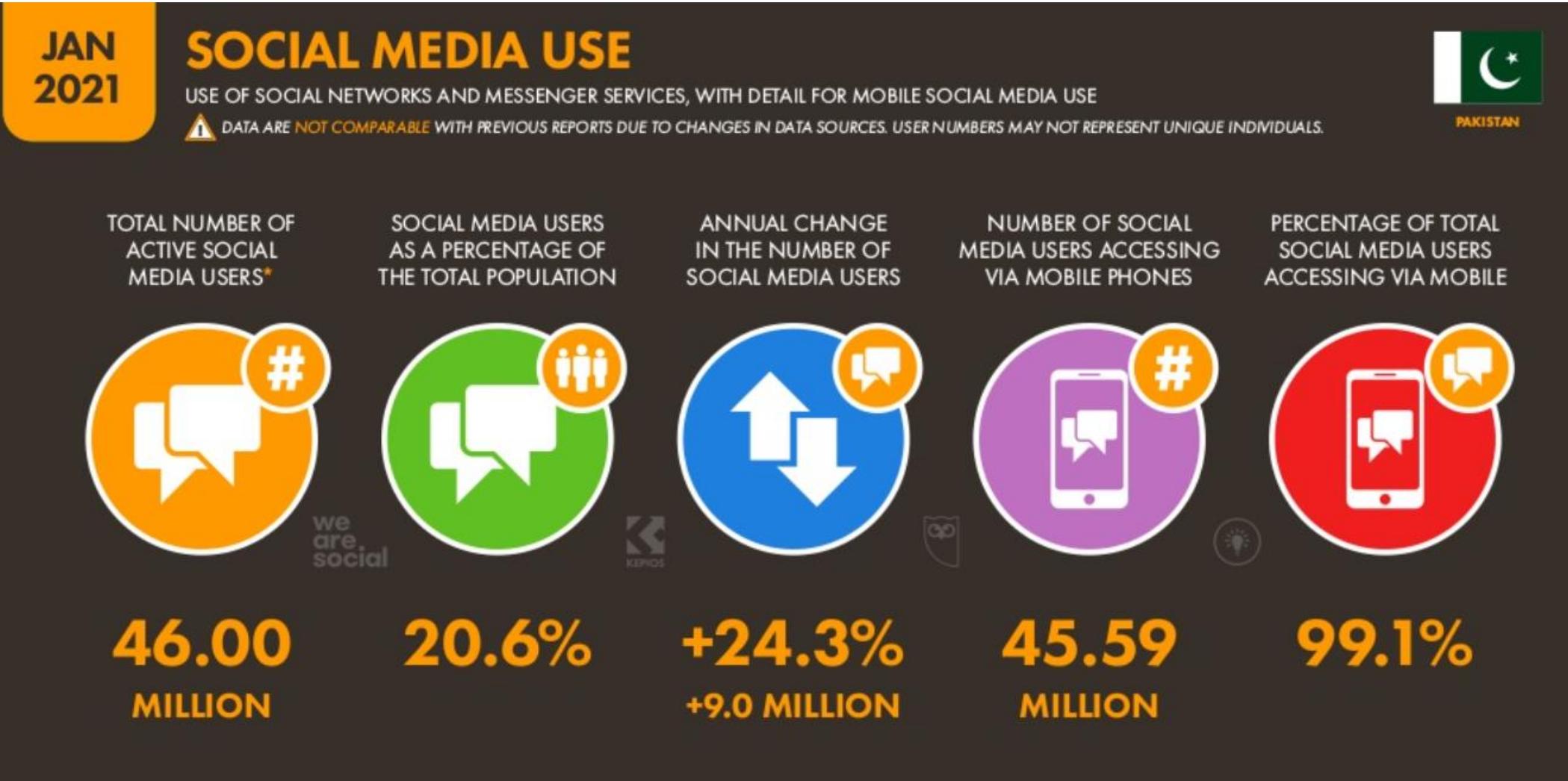
Digital

THE NUMBER OF INTERNET USERS IN PAKISTAN INCREASED BY 11 MILLION BETWEEN 2020 AND 2021



Digital

THE NUMBER OF SOCIAL MEDIA USERS INCREASED BY 9.0 MILLION BETWEEN 2020 AND 2021



Digital

YOUTUBE RECEIVES THE MOST TRAFFIC

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



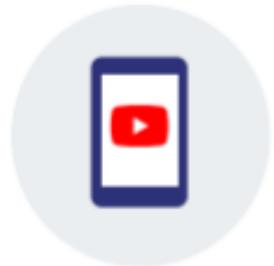
PAKISTAN

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	YOUTUBE.COM	166M	2.83M	30M 29S	15.1
02	GOOGLE.COM	153M	2.69M	16M 01S	10.2
03	FACEBOOK.COM	43.3M	2.05M	15M 36S	10.5
04	WHATSAPP.COM	26.5M	1.42M	2M 56S	1.4
05	GOOGLE.COM.PK	8.95M	860 K	9M 07S	8.5
06	INSTAGRAM.COM	791M	679K	15M 08S	24.9
07	YAHOO.COM	6.99M	750 K	8M 12S	5.4
08	ZOOM.US	5.92M	615K	9M 50S	4.4
09	TWITTER.COM	5.88M	507K	15M 23S	19.2
10	FIVERR.COM	5.73M	261K	41M 28S	24.3

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	WIKIPEDIA.ORG	5.06M	995K	4M 40S	2.8
12	NETFLIX.COM	4.79M	241K	10M 17S	5.1
13	MICROSOFT.COM	3.62M	804K	9M 26S	6.2
14	UVE.COM	3.53M	449K	8M 27S	7.5
15	DARAZ.PK	3.48M	653K	12M 37S	12.1
16	LINKEDIN.COM	3.39M	424K	10M 26S	7.6
17	PINTEREST.COM	2.96M	847K	7M 36S	6.8
18	OLX.COM.PK	2.85M	600K	10M 45S	11.2
19	MOVIES4.COM.PK	2.82M	274K	5M 43S	4.0
20	STACKOVERFLOW.COM	2.31M	194K	8M 35S	2.6

Digital

YOUTUBE IS WIDELY USED FOR WATCHING TV PROGRAMMES THAT WERE MISSED DURING AIRTIME



73%

of online Pakistanis
watch YouTube
every month.¹



78%

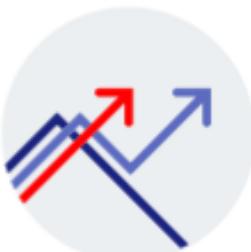
of YouTube users in Pakistan
agree that the platform is
their first stop when looking
for any kind of video.¹



YouTube reaches

80%

of online millennials
residing in metro cities
in Pakistan.²



In Pakistan, YouTube reaches
the highest number of users
during TV's primetime evening
hours (8 p.m.-11 p.m.).¹



64%

of online Pakistanis
say YouTube is their
favorite video platform.¹



63%

of YouTube users in
Pakistan agree that they
often watch YouTube
with friends and family.¹

The top 8 content categories on
YouTube in Pakistan



Sports



TV/Cinema



Comedy



Travel



News/Talk Shows



Music

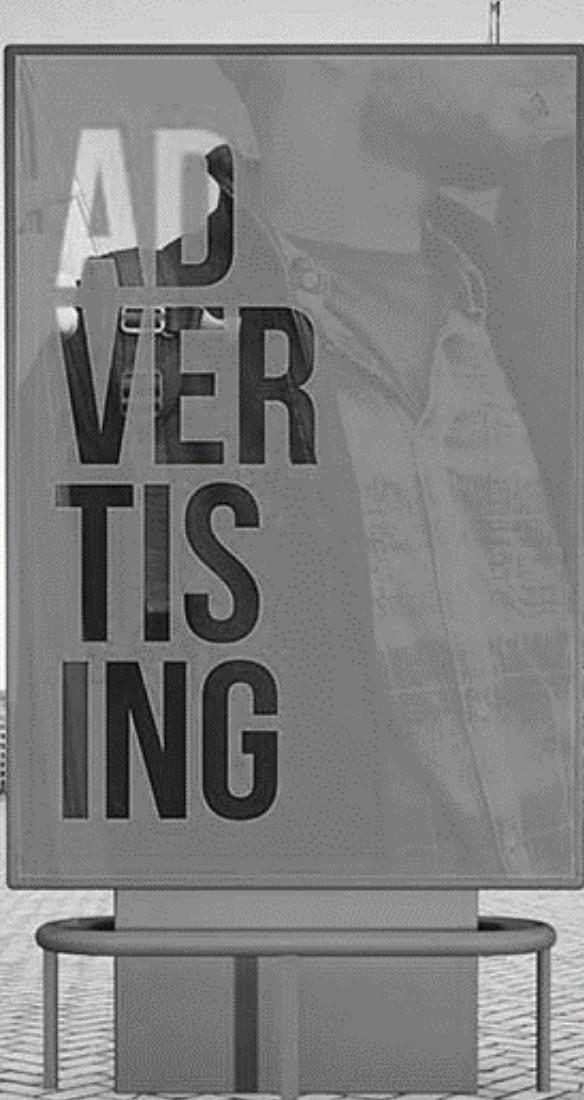


Beauty



Food

OUT OF HOME



OOH



City: Lahore

Site location: Liberty
Roundabout

OOH



City: Lahore

Site location: Cavalry Ground

OOH



City: Islamabad

Site location: Agha Shahi Avenue

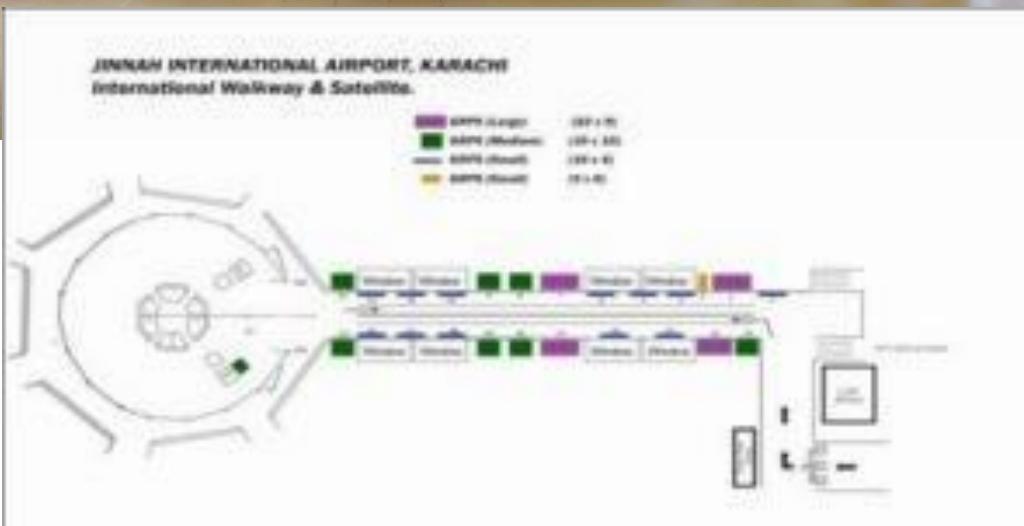
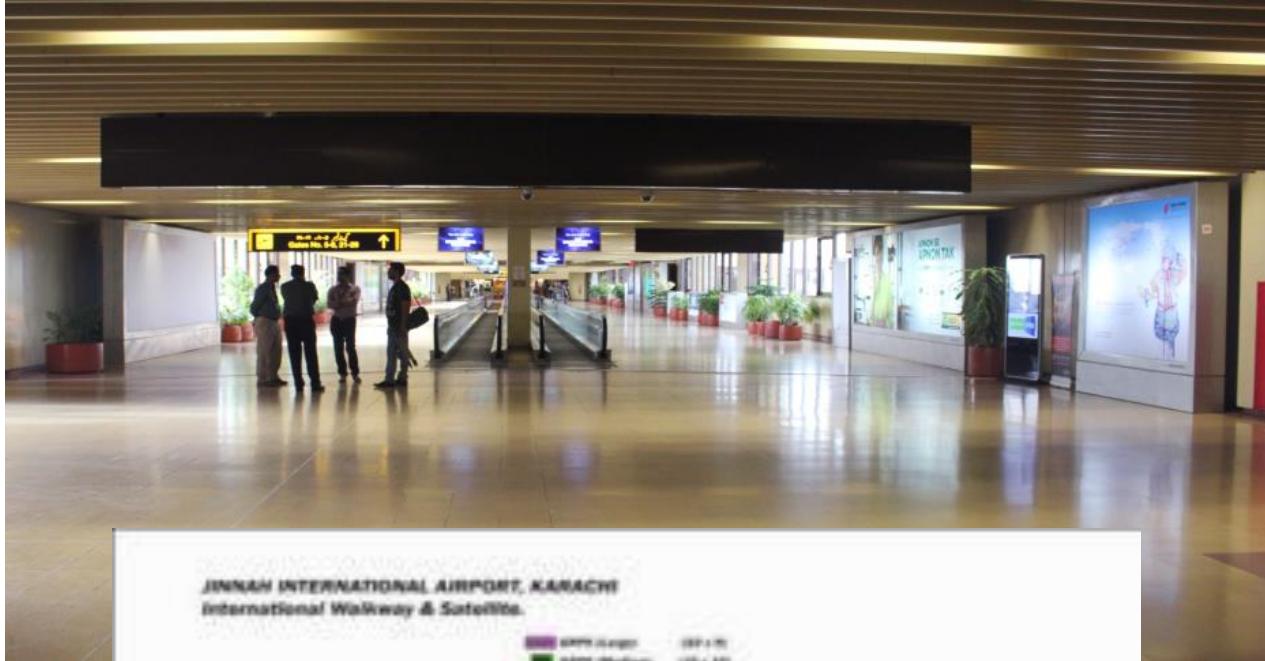
OOH



City: Karachi

Site location: Main Shahra-e-Faisal

OOH



City: Karachi

Site location: Jinnah International
Airport

OOH



City: Karachi

Site location: Jinnah International
Airport



A black and white landscape photograph showing a wide lake nestled between two mountain ranges. The mountains are covered in dense forests. In the foreground, the bow of a small wooden boat is visible, with a paddle resting across its deck. The water reflects the surrounding hills and sky.

KEY UPCOMING OPPORTUNITIES

KEY UPCOMING OPPORTUNITIES

LIST OF PUBLIC HOLIDAYS 2021

- **Kashmir Solidarity Day:** 5th February
- **Pakistan Day:** 23rd March
- **Labor Day:** 1st May
- **Eid ul-Fitr Holidays:** 10th May – 15th May (Lunar Calendar)
- **Eid ul-Adha Holidays:** 21st July – 23rd July (Lunar Calendar)
- **Independence Day:** 14th August
- **Ashoora:** 18th August & 19th August
- **Eid Milad-un-Nabi:** 19th October
- **Christmas Day/Quid-e-Azam Day:** 25th December





PRINT/ONLINE



KEY MEDIA- NEWSPAPER

Daily Jang

Frequency: Monday – Saturday

Circulation: 625,000

Language: Urdu

Region: Karachi/ Lahore/ Rawalpindi- Islamabad

Total web visits: 6.78 million

Average visit duration: 06:16 min

The Daily Jang is an Urdu newspaper based in Pakistan. It is the oldest newspaper of Pakistan in continuous publication since its foundation in 1939.

Dawn

Frequency: Monday – Saturday

Circulation: 231,156

Language: English

Region: Karachi/ Lahore/ Rawalpindi- Islamabad

Total web visits: 11.53 million

Average visit duration: 09:05 min

DAWN is Pakistan's oldest and most widely read English-language newspaper in Pakistan. One of the country's three largest English-language dailies, it is the flagship of the Dawn Group of Newspapers, published by Pakistan Herald Publications. Dawn regularly carries syndicated articles from western newspapers like The Independent, The Guardian, the Los Angeles Times and The Washington Post.



KEY MEDIA- NEWSPAPER

The News

Frequency: Monday – Saturday

Circulation: 122,000

Language: English

Region: Karachi/ Lahore/ Rawalpindi- Islamabad

Total web visits: 11.23 million

Average visit duration: 01:05 min

The News brings the latest news and breaking news about Pakistan, world, sports, cricket, business, entertainment, weather and lifestyle to its readers predominantly based in the city.

The Nation

Frequency: Monday – Saturday

Circulation: 142,000

Language: English

Region: Karachi/ Lahore/ Islamabad

Total web visits: 1.05 million

Average visit duration: 01:36 min

The Nation has a special position in Pakistan's media, as the most respected publication in English, with firm and constructive views, and excellent news coverage. It is the newspaper of choice for not only those who make decisions, formulate policy, shape opinions or are in leadership roles but also for those youngsters who will call the shots in the future.



KEY MEDIA- NEWSPAPER

Express Tribune

Frequency: Monday – Saturday

Circulation: 142,000

Language: English

Region: Karachi/ Lahore/ Islamabad

Total web visits: 3.58 million

Average visit duration: 11:14 min

The Express Tribune is the first internationally affiliated newspaper in Pakistan. Partnered with The International New York Times – the global edition of The New York Times – the paper caters to the modern face of Pakistan.

Daily Dunya

Frequency: Monday – Saturday

Circulation: 142,000

Language: Urdu

Region: Karachi/ Lahore/ Islamabad

Total web visits: 697.47K

Average visit duration: 05:11 min

Daily Dunya also natively known as Rozana Dunya is a premium Urdu language newspaper that covers both local and international news in Pakistan. Daily Dunya Newspaper started publishing on 3 september 2012 and its owner is Mian Amer Mahmood. Dunya ePaper is publishing under the dunya group of newspapers.



KEY MEDIA- NEWSPAPER

National Herald Tribune

Frequency: Monday – Saturday

Circulation: 142,000

Language: English

Region: Karachi/ Lahore/ Islamabad

Total web visits: -

Average visit duration: -

The National Herald Tribune targets a younger, more aware target market of politically aware youth in Pakistan. It covers both local and international happenings – focusing on business, finance and politics.

Daily Pakistan

Frequency: Monday – Saturday

Circulation: 500,000

Language: Urdu

Region: Karachi/ Lahore/ Islamabad

Total web visits: 2.96 million

Average visit duration: 03:45 min

Daily Pakistan has been in publication for 22 years and has become one of the top newspapers of Pakistan. With a circulation of over 500,000 daily for the hard-copy newspaper, and more than 50 million views per month to their online portal Daily Pakistan has become one of the most widely read newspapers in the region.



KEY MEDIA- NEWSPAPER

Daily Times

Frequency: Monday – Saturday

Circulation: 142,000

Language: English

Region: Karachi/ Lahore/ Islamabad

Total web visits: 494.61K

Average visit duration: 01:07 min

Daily Times delivers the latest breaking news and information on the latest top stories, entertainment, business, cricket, politics, and more. For comprehensive coverage, Daily Times provides special reports, video, audio, photo galleries, and interactive content on its online portal

The screenshot shows the homepage of Daily Times. At the top, there's a navigation bar with links for Home, News, Business, Sports, and more. Below the navigation is a banner for 'PRESSWIRE' with the tagline 'We are different. Better.' A large video player in the center features a video thumbnail of a press conference. To the right of the video, there are several news headlines with small images. A sidebar on the right contains an advertisement for Adobe Acrobat DC and another for 'INVEST HIGHER'. The overall layout is clean and modern.

KEY MEDIA- MAGAZINE

Herald

Frequency: Monthly

Language: English

Total web visits: 72.36K

Average visit duration: 00:53 min

The Herald is a monthly political magazine published in Karachi, Sindh, Pakistan. The magazine is owned by Pakistan Herald Publications Limited (PHPL), which also publishes the Dawn Group of Newspapers. The Herald is considered to be a neutral magazine and produces many large or breaking stories. The magazine was started in 1969.

Sunday Times

Frequency: Weekly

Language: English

Total web visits: Publicly not available

Average visit duration: Publicly not available

Sunday Daily Times is a weekly magazine, which showcases the latest trends and events across Pakistan. Get in the know with Pakistan's most vibrant and current fashion publication. Connecting the world of fashion with what's current, beautiful, stylish and inspiring, Sunday Daily Times is past it's 600th edition of being the unparalleled fashion weekly magazine of Pakistan.



KEY MEDIA- MAGAZINE

Newsline

Frequency: Monthly

Language: English

Total web visits: Publicly not available

Average visit duration: Publicly not available

Founded in July 1989, Newsline was born of the refusal of a dedicated band of journalists to toe the line. And that is the commitment Newsline still makes to its readers today: to present the truth of Pakistan. It offers news and views, in-depth reports and analyses of current affairs, national happenings and international events.



Pique

Frequency: Monthly

Language: English

Total web visits: Publicly not available

Average visit duration: Publicly not available

PIQUE is fast emerging as the country's leading current affairs magazine. In the span of just a year, it has pushed the envelope for what it means to be a general, composite magazine in Pakistan. Provocative yet thoughtful, exciting yet serious, light-hearted at times but never frivolous, Pique has had something for everyone, particularly its print subscribers, who get to read the content in an eye-catching design and printed on high quality glossy paper.



Television



KEY MEDIA

Geo TV

Avg. Daily Reach (000'): 4,618

Geo TV or Geo Television is a Pakistani television channel. It was launched in 2002 and is owned by independent Media Corporation. The network has several channels catering to a wide audience. It covers entertainment, drama, news, and sports. It was originally an Urdu-language network and has also launched an English channel in 2008.



ARY News

Avg. Daily Reach (000'): 1,412

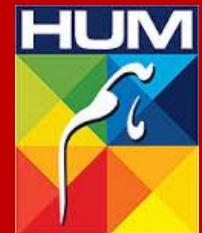
ARY News is a bilingual news channel in Pakistani. It broadcasts in English and Urdu. It was launched in 2004 and is a part of ARY Digital Network. It covers music, news, politics, business and finance, drama, fashion and entertainment through its various channels.



Hum TV

Avg. Daily Reach (000'): 2,087

Hum TV is a 24-hour entertainment TV channel based in Pakistan. It was launched in 2005 and is owned by Hum Network Limited. The network is famous for its annual Award known as Hum Awards. It is one of the most popular TV channels and has a large viewer base internationally.



KEY MEDIA

PTV

Avg. Daily Reach (000'): 8,144

Pakistan Television Corporation is a public and commercial broadcasting television network, as well as a mass-media state-owned megacorporation in Pakistan. It was founded in 1964, under the license of the Government of Pakistan. It was the first major televised media broadcasting network in the country. It covers national and international news, entertainment and sports. PTV Home is the flagship general entertainment channel.



ARY Digital

Avg. Daily Reach (000'): 2,889

ARY Digital is a Pakistani pay television network available in Pakistan, the Middle East, North America and Europe. The ARY Group of companies is a Dubai-based holding company founded by a Pakistani businessman, Abdul Razzak Yaqoob.



Express News

Avg. Daily Reach (000'): 1,552

Express News is an Urdu language Pakistani television news channel based in Karachi, launched on January 1, 2008. It is owned and run by the country's third largest Urdu daily, Daily Express.



KEY MEDIA

Dunya News

Avg. Daily Reach (000'): 476

Dunya News is a 24 hours Urdu language news and current affairs television channel from Pakistan. It is governed and operated by the National Communication Services Pvt. Ltd. Its head office is situated at Lahore, Pakistan.



RADIO



KEY MEDIA

FM 100

Frequency: 100 FM

Language: Urdu and English

FM 100 is the longest standing and most established radio station in Pakistan. It was founded on March 23, 1995, and has a listening area covering all of Pakistan



Radio Awaz

Frequency: 91 FM

Language: Urdu and English

Radio Awaz is a FM stations in Pakistan, serving Karachi, Hyderabad, Gujrat, Bhalwal, Okara, Lahore and more. With a strong mix of entertainment themed shows across the country.



Suno Pakistan

Frequency: 89.4 FM

Language: Urdu

Suno Pakistan is a radio station that has been on air since 2009, serving Karachi, Lahore, Islamabad, Multan and other areas. Some of its most important programs are Weekend Buzz, Maneezey Morning, Back 2 Back Music and Morning beats



KEY MEDIA

FM 101

Frequency: 101 FM

Language: Urdu and English

FM 101 is a commercial FM Radio station owned by Radio Pakistan. It is broadcast from Karachi, Hyderabad, Lahore, Islamabad and almost 10 biggest cities of Pakistan.



FM 92

Frequency: 92 FM

Language: Urdu

FM92 is a radio channel owned and operated by Sound Waves Pvt. It features a mix of entertainment and education programs.



Mast FM 103

Frequency: 103 FM

Language: English and Urdu

Mast FM is a Pakistani radio channel broadcast from the Pakistan with the frequency 103 MHz. It is a music radio station in Pakistan.



KEY MEDIA

Apna Karachi 107

Frequency: 107 FM

Language: Urdu and English

Apna Karachi has been broadcasting since 2003. Some of its most notable programmes are Benjamin Sister's Show, Fun Ki Tanki Show, B4 bhangra Show and Fun Ki Tanki Show



Samaa FM 107.4

Frequency: 107.4 FM

Language: Urdu

Samaa FM is a music channel. Some of its most important programmes are Quran Recitation & Azan, Sufi Music, Devotional, Samaa Rise and Radio Classics.



Humm FM 106.2

Frequency: 106.2 FM

Language: English and Urdu

Humm FM 106.2 is a non-stop music channel playing Bollywood songs. Its is headquartered in Karachi.



KEY MEDIA

City FM 89

Frequency: 89 FM

Language: English

City FM 89 is national channel. It one of the most popular channels in Pakistan and features a mix of entertainment and music.



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